

**Air North Texas Coalition**  
**Thursday, January 19, 2023**  
**1:30 – 3:00 pm**

**Agenda**

1. Introductions ..... Kimberlin To, NCTCOG
2. Overview
  - a. November 17 Meeting ..... Kimberlin To
3. Discussion
  - a. End of 2022 Ozone Season ..... Nick Van Haasen, NCTCOG
  - b. Administrative Announcements/Reminders ..... Kimberlin To
    - i. Clean Air Corner
    - ii. New Outreach Items
    - iii. Advertising
  - c. Website Quantification/Social Media Report ..... Kenny Bergstrom, NCTCOG
  - d. Outreach Events ..... Carli Baylor, NCTCOG
4. Other/Member Updates ..... Kimberlin To
5. Additional Items ..... Kimberlin To
  - a. **Next Meeting Information:**  
Thursday, March 16, 1:30 PM  
Microsoft Teams or Call In Option  
Call in number: 903-508-4574  
Conference ID: 736 737 487#



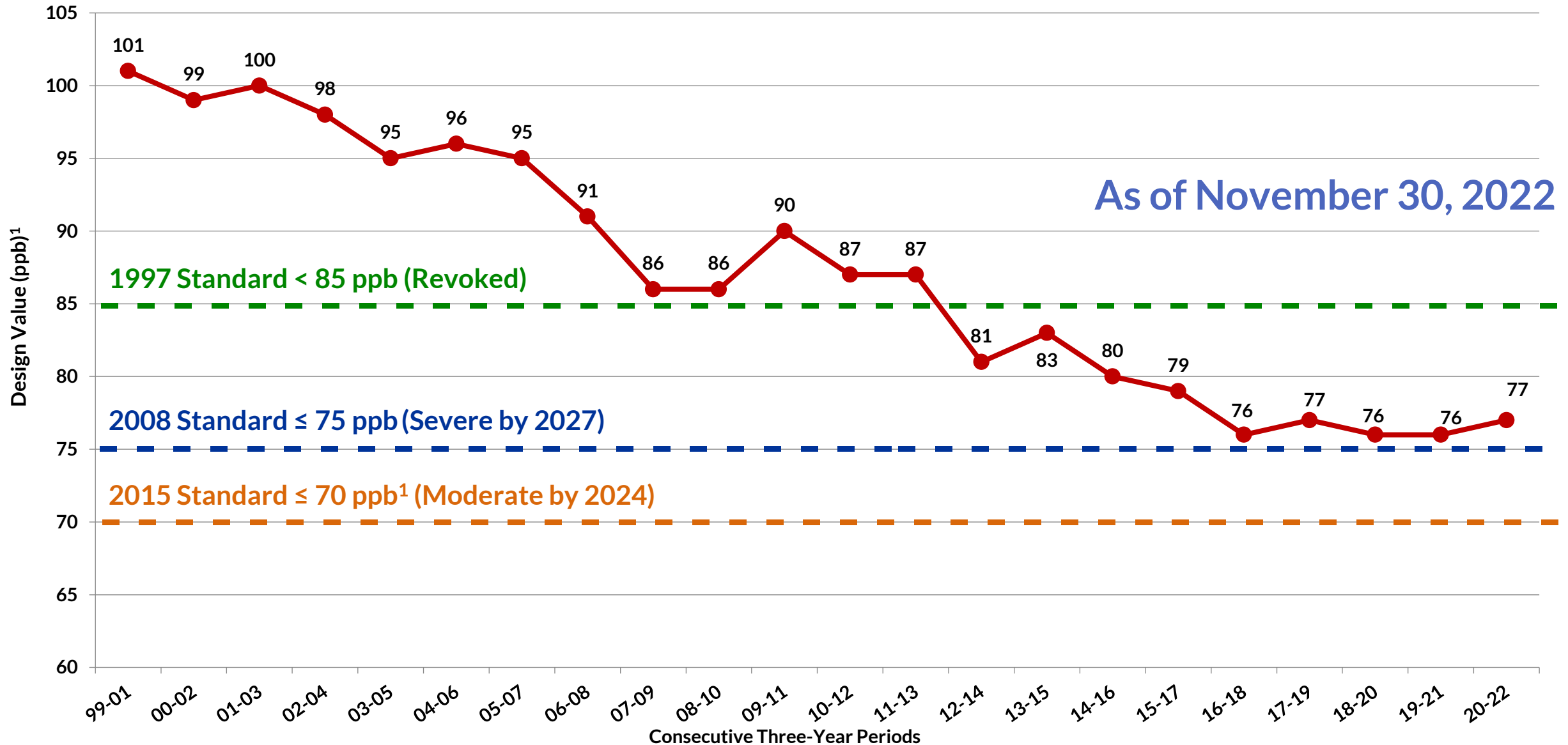
# End of 2022 Ozone Season: Compliance with Federal Requirements and Reclassification

Air North Texas Coalition

January 19, 2023  
Nick Van Haasen



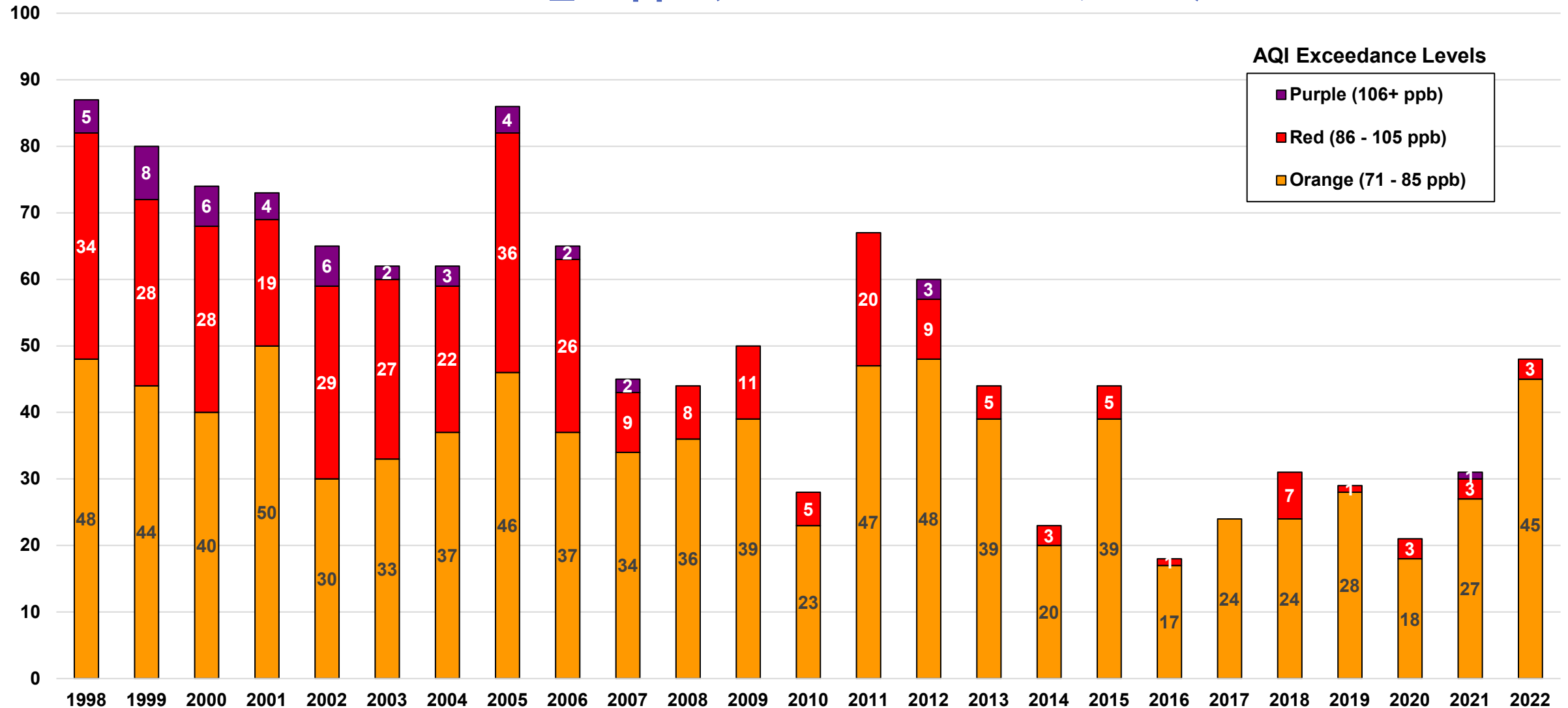
# Ozone Design Value Trends



<sup>1</sup>Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).

# 8-Hour Ozone NAAQS Exceedance Trends

Based on  $\leq 70$  ppb (As of November 30, 2022)



## AQI Exceedance Levels

- Purple (106+ ppb)
- Red (86 - 105 ppb)
- Orange (71 - 85 ppb)

Exceedance Level indicates daily maximum eight-hour average ozone concentration.  
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

Source: TCEQ, [http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr\\_monthly.pl](http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl)  
ppb = parts per billion

# 2022 Ozone Season Monitor Data

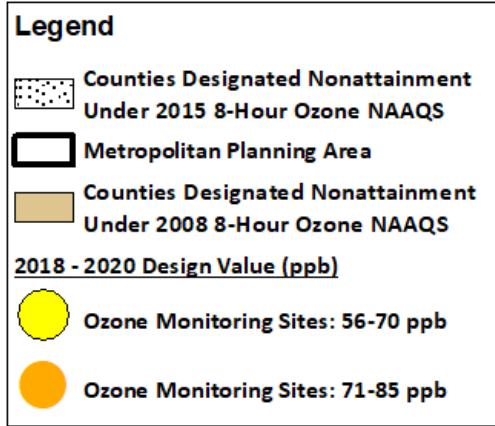
## Five Highest Monitors

Five Highest Monitors	4 <sup>th</sup> Highest Value for Season			2022 Ozone Season Design Value
	2020	2021	2022	
Denton Airport South	71	81	78	76
Eagle Mountain Lake	76	76	77	76
Grapevine Fairway	74	70	81	76
Ft. Worth Northwest	75	76	80	77 ←
Pilot Point	71	85	77	77 ←

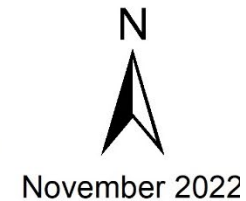
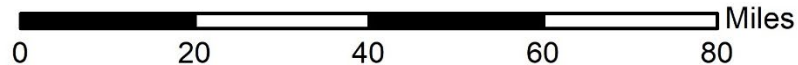
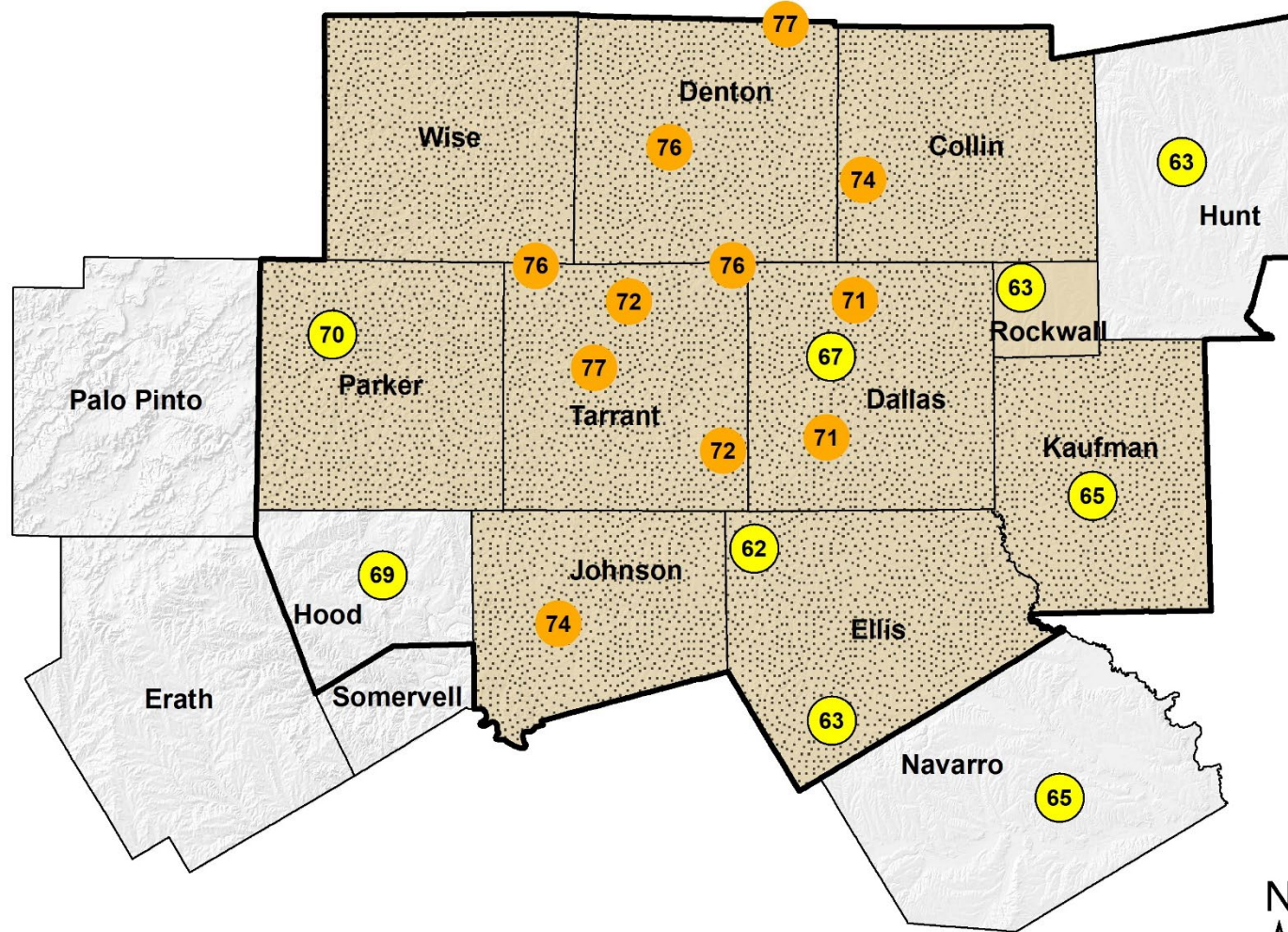
**Design Value = 3-Year Average of Fourth Highest Value**

# Monitor Locations with Associated 4<sup>th</sup> Highest Value

As of November 30, 2022



Colors represent Air Quality Index Breakpoints



# Timeline and Milestones

## 2008 Ozone Standard ( $\leq 75$ ppb)

Attainment Date:  
No later than **July 20, 2027**

*Attainment will be based on  
2024-2026 Ozone Monitor Data*

## EPA NAAQS Classifications

Marginal  
(3 years to attain)

Moderate  
(6 years to attain)

Serious  
(9 years to attain)

Severe  
(15/17 years to attain)

Extreme  
(20 years to attain)

## 2015 Ozone Standard ( $\leq 70$ ppb)

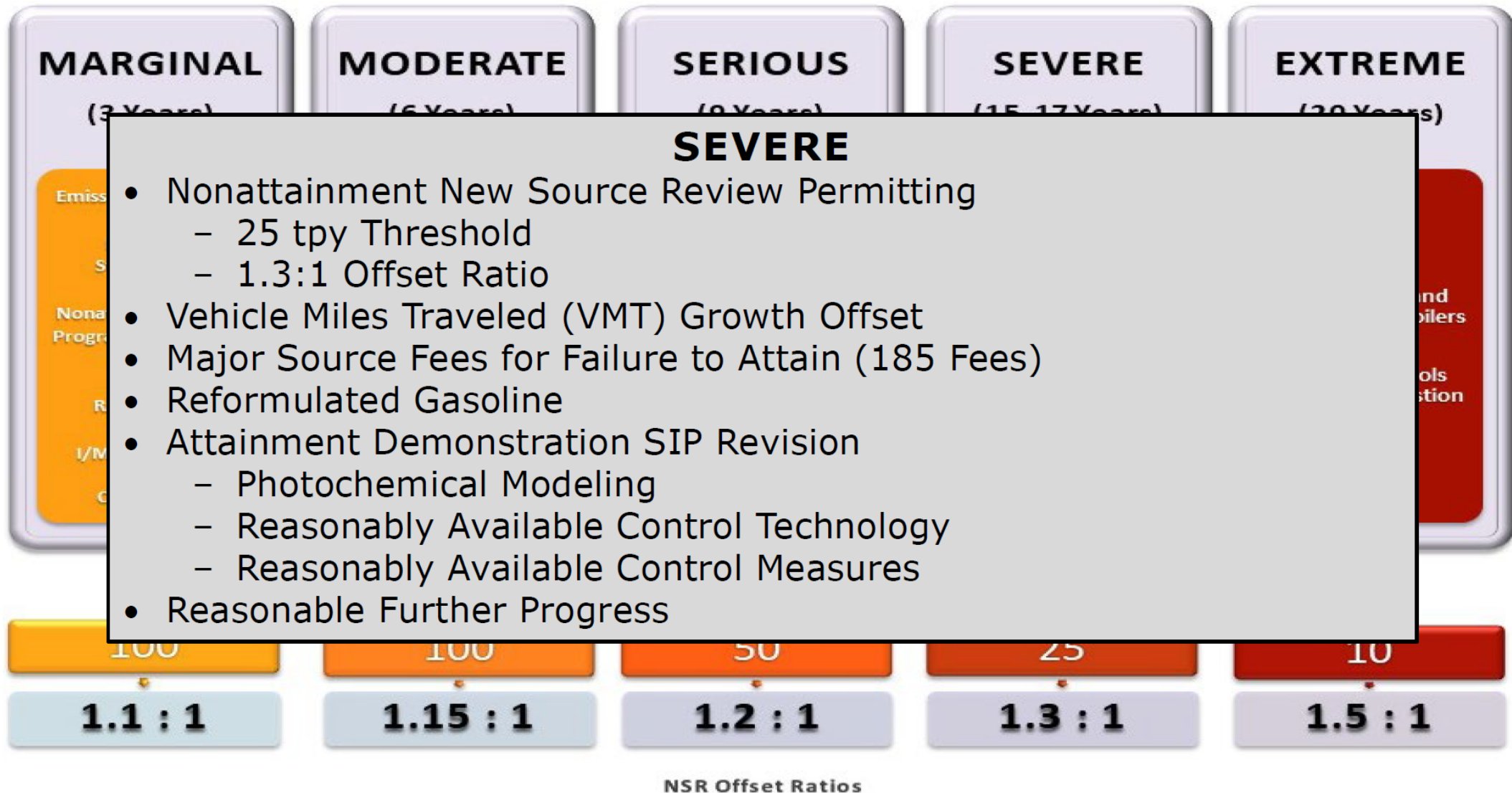
Attainment Date:  
No later than **August 3, 2024**

*Attainment will be based on  
2021-2023 Ozone Monitor Data*



# Sip Requirements

## Severe Nonattainment





# For More Information

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<https://www.nctcog.org/trans/quality/air/ozone>



# ***AIR NORTH TEXAS***

Campaign Bi-monthly Quantification & Social Media Report

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Air North Texas Coalition | January 19, 2022

# Air North Texas Web Analytics

Visits	484	Decreased	By 20% compared to 2021
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Avg. Time	1:09	Decreased	By 14 seconds compared to 2021
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Pageviews	900	Decreased	By 28% compared to 2021
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New Visits	459	Decreased	By 20% compared to 2021
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# Visits by Device



189

15% decrease  
compared to 2021



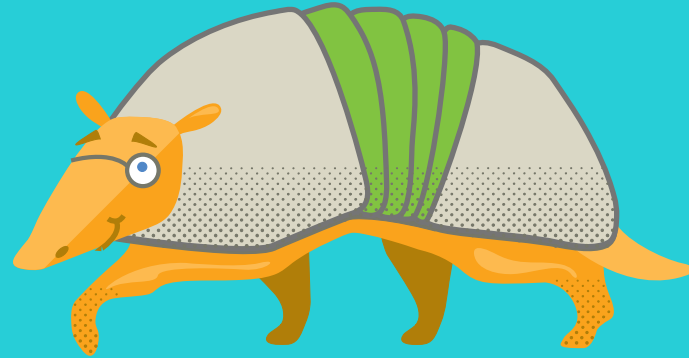
13

3% decrease  
compared to 2021



391

9% decrease  
compared to 2021

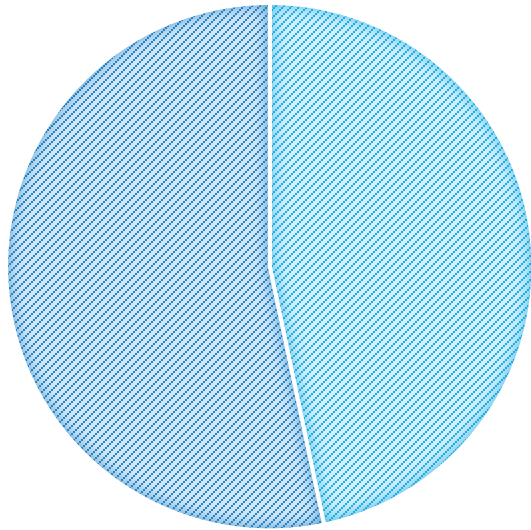


***ANTx ANALYTICS***

# Visitor Demographics

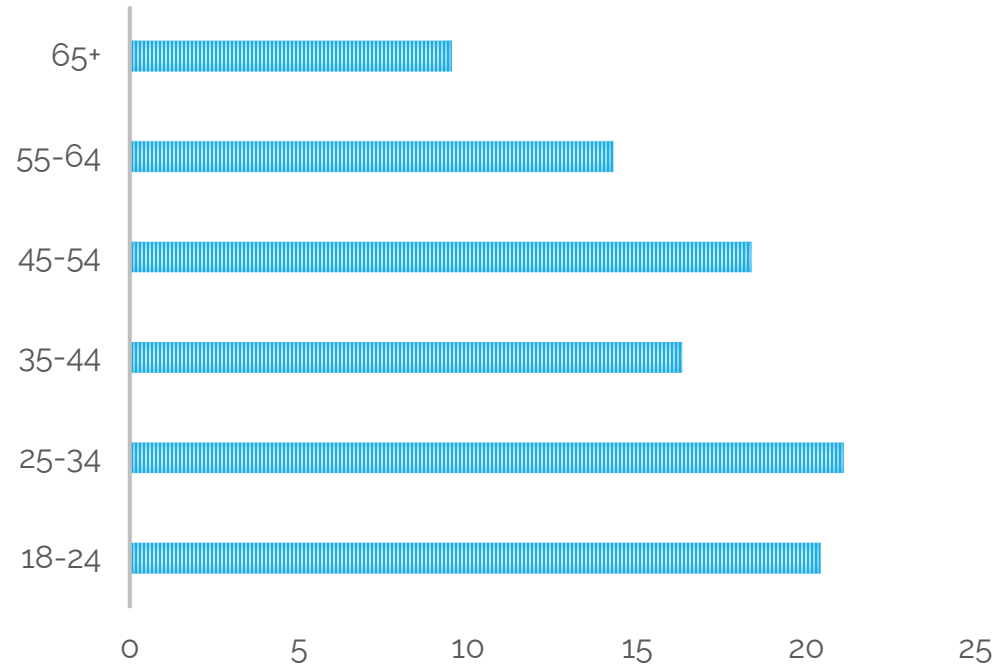
## GENDER

■ Women ■ Men



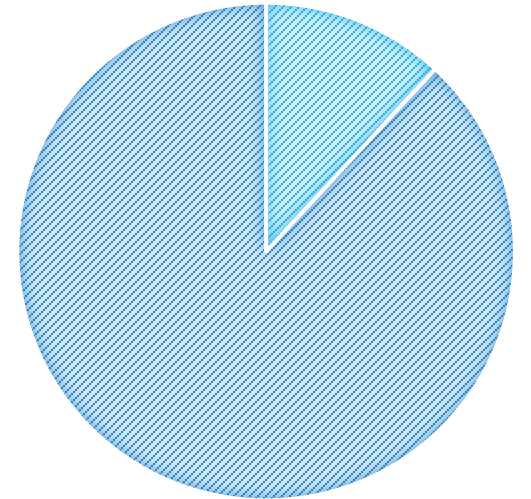
## AGE

■ Age

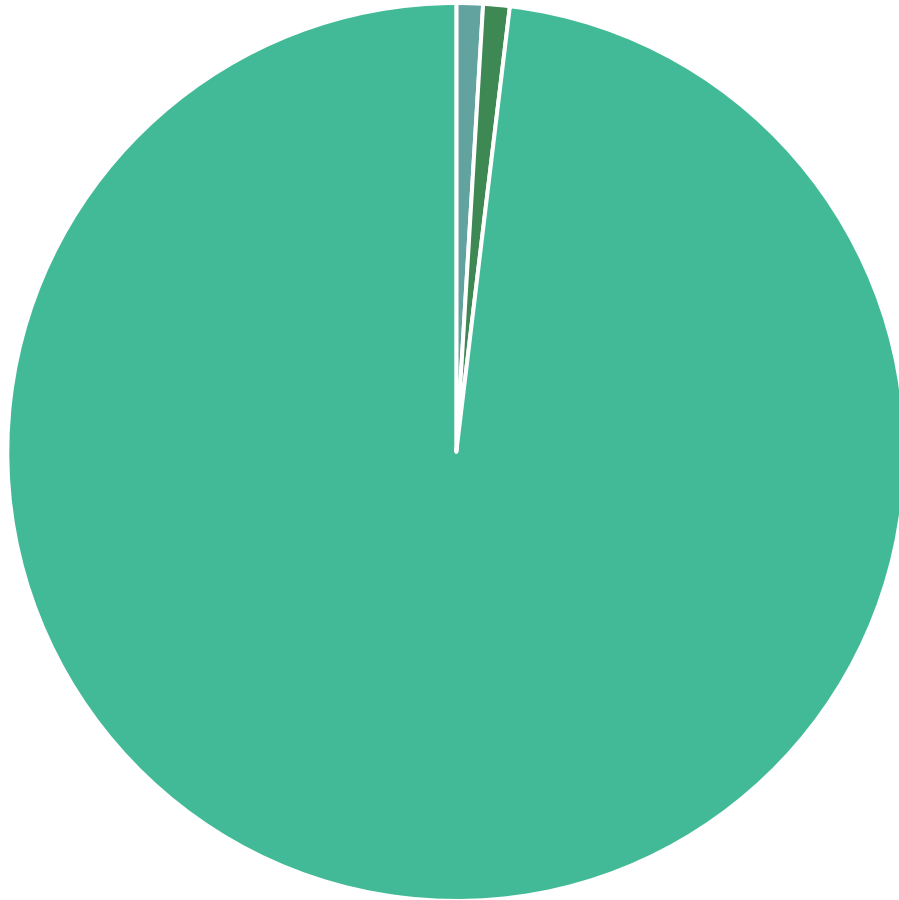


## VISITORS

■ Returning Visitors ■ New Visitors



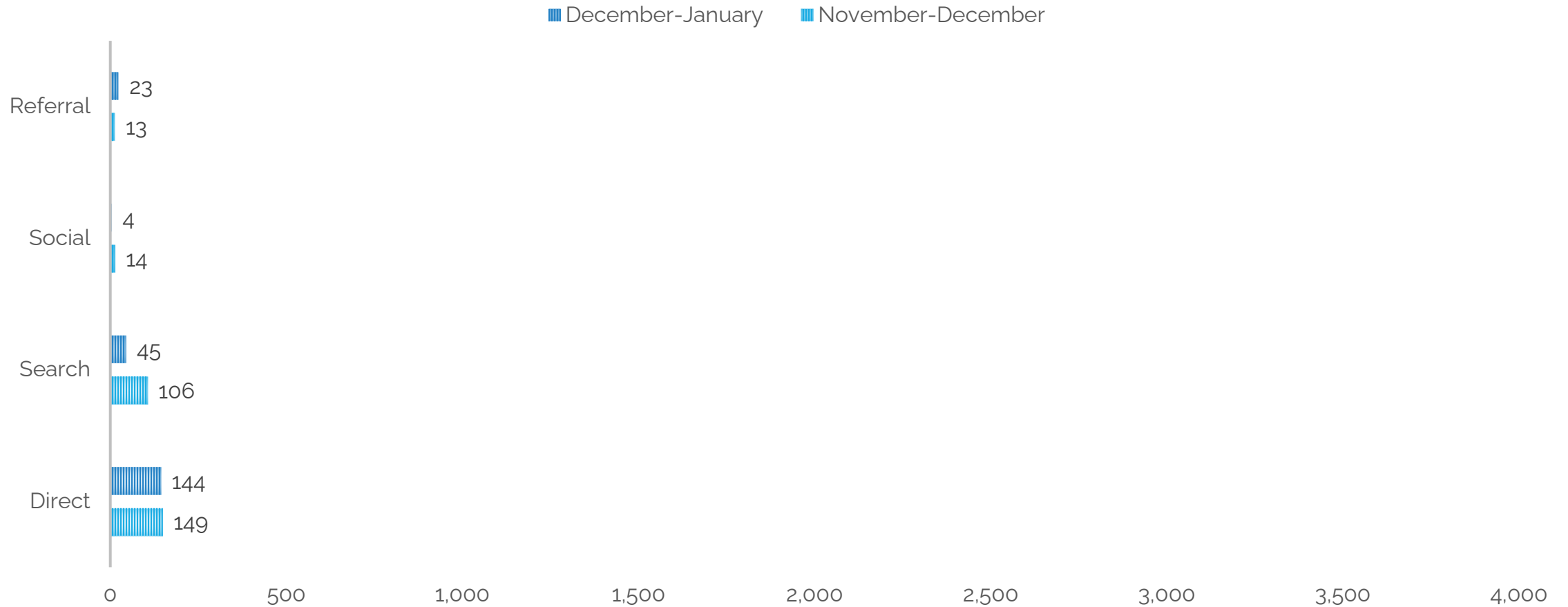
# Top Directed Sites



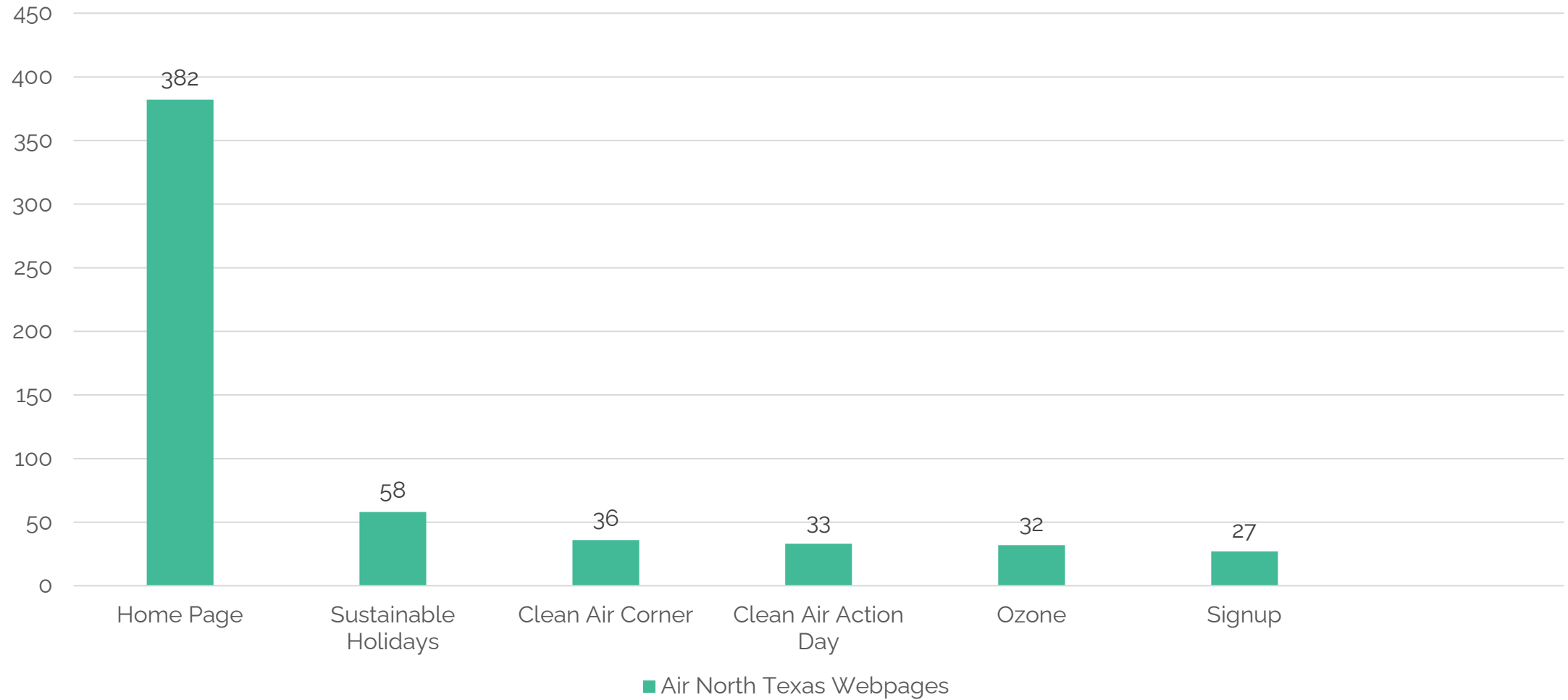
- City of Denton
- Green Dallas
- City of Grand Prairie



# How Visitors Found Air North Texas



# Top Pages Viewed





***AIR NORTH TEXAS***  
***PARTNERS***



# City of Grand Prairie - Municipal Government

@cityofgptx · Government Building



City of Grand Prairie, TX @gp\_tx · Nov 28, 2022  
Meet Arlo, the AIRmadillo. He works at Air North Texas and helps alert residents in North Central Texas about local ozone conditions. Are you interested in receiving ozone alerts? Sign up now at [airnorthtexas.org/signup](http://airnorthtexas.org/signup).

#AirNTX #Arlo

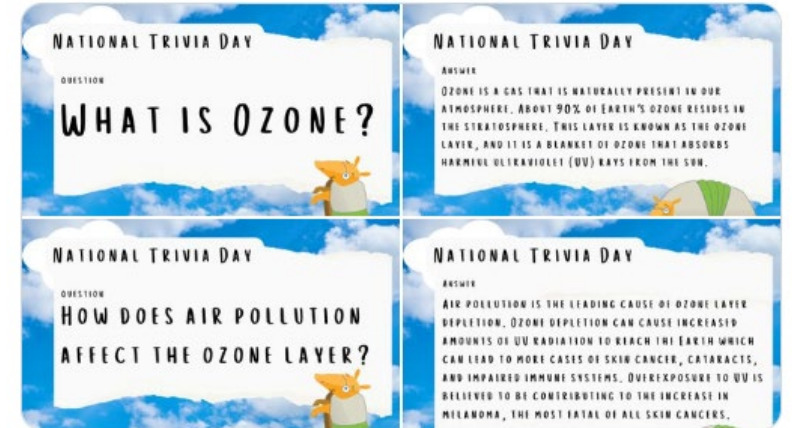


City of Grand Prairie, TX @gp\_tx · Dec 30, 2022  
As we begin to write our new year's resolution, we encourage you to write at least one sustainable resolution that you can commit to for the rest of the year. We wish you all a green and prosperous 2023! #AirNTX



City of Grand Prairie, TX @gp\_tx

Celebrate National Trivia Day by clicking through and quizzing your knowledge about the importance of our ozone. There are ways you can help reduce air pollution; learn more by visiting [airnorthtexas.org](http://airnorthtexas.org). #AirNTX



12:10 PM · Jan 4, 2023 · 217 Views





# NCTCOG Transportation Department

@NCTCOGtrans · Government Organization



NCTCOGTransportati... @NCTCOGtra... · Nov 21, 2022 ...

Avoid using charcoal or wood when grilling this holiday and opt for a more sustainable cooking source.

#AirNorthTexas #AirNTx



NCTCOGTransportation @NCTCOGtrans · Dec 6, 2022 ...

We heard winter is almost here! Stay updated on air quality changes in your area by signing up for alerts here:

[airnorthtexas.org/signup](http://airnorthtexas.org/signup)  
#AirNorthTexas #AirNTx



NCTCOGTransportati... @NCTCOGtra... · Dec 20, 2022 ...

Staying in town this holiday season? Need something other than the TV to keep the kids busy? Check out these educational and kid-friendly resources about air quality and the importance of clean air habits: [airnorthtexas.org/teach](http://airnorthtexas.org/teach)  
#AirNorthTexas #AirNTx







## NCTCOG Transportation Department

@NCTCOGtrans · Government Organization



NCTCOG Transportation Department  
December 6, 2022 · 🌐

We heard winter is almost here! Stay updated on air quality changes in your area by signing up for alerts here: <https://www.airnorthtexas.org/signup>  
#AirNorthTexas #AirNTx



NCTCOG Transportation Department  
December 20, 2022 at 3:55 PM · 🌐

Staying in town this holiday season? Need something other than the TV to keep the kids busy? Check out these educational and kid-friendly resources about air quality and the importance of clean air habits: <https://www.airnorthtexas.org/teach>  
#AirNorthTexas #AirNTx



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Air North Texas Coalition Web Page:

<https://www.nctcog.org/trans/about/committees/air-north-texas-coalition>







## 2023 Outreach Events

<b>Thursday, January 12</b>	<b>Dallas 2030 District Leadership Meeting</b> <b>Virtual, 8 am - 9:30 am</b> <b>Presentation</b> <b>Target Audience:</b> Dallas Commercial Real Estate Professionals <b>Programs &amp; Projects:</b> Business Relations   Car Care Awareness   DFW Clean Cities   Electric Vehicles North Texas   Go Carma   Try Parking It   Transit Recovery Campaign
<b>Saturday, January 14</b>	<b>GRACE Car Care Workshop</b> <b>Grapevine, 10 am - Noon</b> <b>Car Care Awareness Presentation</b> <b>Target Audience:</b> Transitional Housing Program Participants
<b>Friday, January 27</b>	<b>Denton Black Film Festival: Kid's Day</b> <b>Denton Civic Center</b> <b>Aviation Education Presentation</b> <b>Target Audience:</b> Filmmakers   Creatives of all backgrounds
<b>Saturday, January 28</b>	<b>Denton Black Film Festival: General Admission</b> <b>Denton Civic Center</b> <b>Aviation Education Presentation</b> <b>Target Audience:</b> Filmmakers   Creatives of all backgrounds
<b>Monday, April 3</b>	<b>DFW Airport Celebrates Earth Day 2023</b> <a href="#">Link</a> , Events All Month Long
<b>Friday, April 28</b>	<b>Leadership North Texas</b> <b>Location TBD, 10 am - Noon</b> <b>Car Care Awareness Presentation</b> <b>Target Audience:</b> Leadership North Texas Class of 2023

**For additional information or for future outreach opportunities, please contact:**  
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